

WHAT IS CLAIMED IS:

1. A method, comprising:
assessing an innovation status of an entity;
5 identifying at least one initiative with an
innovation focus which is structured to increase the
value of said entity;
implementing said initiative; and
repeating said assessing, identifying and
10 implementing.
2. A method according to Claim 1, including a
further entity, and causing said entities to participate
collaboratively in carrying out each of said assessing,
15 identifying and implementing.
3. A method according to Claim 1,
wherein said identifying includes: developing a set
of initiatives, evaluating costs and benefits of each of
20 said initiative in said set, and allocating funding to a
subset of said initiatives in said set; and
wherein said implementing is carried out for each
said initiative in said subset.
- 25 4. A method according to Claim 1, wherein said
assessing includes having a plurality of persons each
complete a survey which assesses a status of said entity
with respect to each of a plurality of innovation-related
factors.

5 5. A method according to Claim 1, wherein said
assessing includes evaluating current performance of said
entity with respect to each of a plurality of selected
factors.

10 6. A method according to Claim 1, wherein said
assessing includes evaluating a level of maturity of said
entity with respect to each of a plurality of digital
economy factors.

 7. A method according to Claim 1, wherein said
assessing includes:
 evaluating said entity with respect to each of a
15 plurality of selected factors; and
 establishing an improvement goal for each of a
plurality of said factors.

20 8. A method according to Claim 1, wherein said
identifying includes building awareness of innovation
within said entity.

25 9. A method according to Claim 8, wherein said
building includes offering periodic presentations which
each relate to recent developments in digital technology.

30 10. A method according to Claim 8, wherein said
building includes establishing a virtual community
structured to foster innovation.

11. A method according to Claim 8, wherein said building includes feeding back information relating to said assessing, identifying and implementing.

5 12. A method according to Claim 1, wherein said identifying includes generating ideas that represent potential said initiatives.

10 13. A method according to Claim 12, wherein said generating includes holding periodic workshops which each involve a plurality of persons and which are each structured to generate a plurality of said ideas.

15 14. A method according to Claim 12, wherein said generating includes establishing a virtual site which continuously provides information about selected issues and can accept input representing said ideas.

20 15. A method according to Claim 12, wherein said identifying includes developing each of a plurality of said ideas into potential initiatives.

 16. A method according to Claim 15, wherein said identifying includes:

25 evaluating costs and benefits for each of said potential initiatives; and

 allocating funding to at least one of said potential initiatives, said implementing being carried out for each said initiative which is funded.

17. A method according to Claim 16, including holding periodic meetings to review and refine said implementing of each said funded initiative.